

# Investor Intelligence: Uncover where and how to grow market share

Gain deep insight into your investors and identify key opportunities to expand your customer base.

- Estimate share of wallet and untapped opportunities for your funds.
- Benchmark on key metrics to determine your greatest opportunity gaps.
- Zero in on investors with the greatest potential.
- Segment your investors by life stage, geography and Morningstar categories.



## UNDERSTAND WHO IS BUYING YOUR FUNDS

Now, with Investor Intelligence, you'll gain a clearer perspective of who your investors are. With deep insights into your customer's customers, your wholesalers can have more productive consultative conversations with advisors. Plus, your marketing team can create more effective direct-to-consumer marketing campaigns.

## BENCHMARK AGAINST YOUR PEERS

See how your firm's funds compare to those of other asset managers in critical areas such as investor life stage, estimate of investable assets, geography and Morningstar category. With direct-measured data from over 800 contributing industry sources, you'll obtain an accurate picture of household investment mix and the wallet share of your respective funds versus your competitors.

## ZERO IN ON MARKET OPPORTUNITIES

Apply key marketing intelligence to household investment profiles to see new ways to expand your market share. Leverage Broadridge Investor Personas, the industry-leading market segmentation solution that categorizes investors into 13 distinct personas. Utilize sophisticated tools and analytics to pinpoint competitive advantages.

## START A NEW CONVERSATION WITH WEALTH ADVISORS

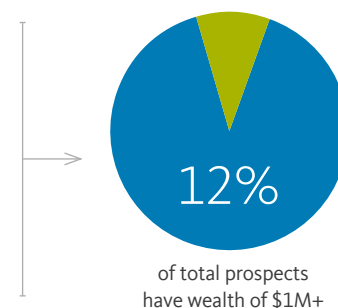
Give your wholesalers something new and exciting to talk about. Guide advisors in seeing how your funds would be attractive to additional investors. Provide rich profiles of the current investor base for each fund at the advisor and overall market level. Illustrate how your fund compares favorably through benchmarking.

# Investor Personas powers Investor Intelligence

Understand your investors for greater success.

## INVESTABLE ASSETS \$1M Plus

PERSONAS	% OF POPULATION	AVERAGE AGE	AVERAGE INCOME	COMMENTS
COMFORTABLE YEARS	5.4	75	\$167K	This segment is enjoying the fruits of their labor. After long careers and effective saving habits, many members of this segment are retired with a healthy nest egg.
GETTING THERE IN STYLE	4.8	56	\$300K	Although they have many working years ahead of them, members of this segment have earned extremely high incomes, and managed them well enough to retire comfortably at any time.
YOUNG AND OFF THE CHARTS	1.8	34	\$273K	High incomes and good savings habits have set members of this young segment apart from others in their age bracket. Their boldness has paid off as they are very impulsive and adventurous in all areas including their career, finances and hobbies.



## INVESTABLE ASSETS \$500-999K

PERSONAS	% OF POPULATION	AVERAGE AGE	AVERAGE INCOME	COMMENTS
PREPARED INVESTORS	8.9	66	\$146K	These investors are in a decent position for retirement compared to others in their generation. They are very conscientious, and their responsible choices show a healthy credit score as well as a lower mortgage balance.
MOVERS AND SAVERS	1.5	36	\$173K	Members of this younger segment don't need to retire yet, but when they do, they will be ready. Although good financial planning has secured their position, their bold attitude and impulsiveness have helped them generate the income to save.



UNDERSTAND HOW YOUR FUNDS ALIGN WITH INVESTOR SEGMENTS.

## INVESTABLE ASSETS \$150-499K

PERSONAS	% OF POPULATION	AVERAGE AGE	AVERAGE INCOME	COMMENTS
DRAWING RETIREMENT	23.3	70	\$167K	Fixed incomes are common for this conscientious crowd. Many in this segment are already retired while the rest have it on their minds. With careful budgeting, their savings should be enough.
MIDDLE-AGED AFFLUENCE	8.6	46	\$300K	Even with a high ratio of income going to discretionary spend, members of this segment are on their way to a healthy retirement account. They enjoy material goods, but with years before retirement to continue saving, they can afford to treat themselves.
PROSPEROUS AND PROMISING	2.2	28	\$102K	This young and single segment is impulsive and materialistic. Fortunately their preference toward adventure has paid off with a good income, allowing them a healthy start towards retirement.



### RETIREMENT IN FOCUS

While very different, all three personas here are currently well-poised for retirement. However, those that haven't reached retirement age need to keep their eyes on the prize.

## INVESTABLE ASSETS \$25-149K

PERSONAS	% OF POPULATION	AVERAGE AGE	AVERAGE INCOME	COMMENTS
PLAYING CATCH-UP	24.2	61	\$72K	Things must go smoothly for these investors who are underprepared for retirement. Large unexpected expenses could derail success and push the retirement party out further than they hoped.
UP-AND-COMERS	9.1	35	\$78K	Although they have years to plan and save, these investors must change their spending and saving behaviors to retire on time. Their impulsiveness and desire for adventure may not pay off as they would like and could hinder their financial goals.



### AGE BEFORE INCOME

While these two segments differ by just \$6K in annual income, their age gap translates to significant differences in retirement preparedness and risk.

## INVESTABLE ASSETS <\$25K

PERSONAS	% OF POPULATION	AVERAGE AGE	AVERAGE INCOME	COMMENTS
MAKING ENDS MEET	3.7	65	\$48K	Members of this older segment are not ready for retirement. With lower incomes and a high ratio of spend on discretionary items, traditional retirement may not be a goal these investors achieve for years to come.
BUDGET-CONSCIOUS	4.4	45	\$56K	Middle age comes with children at home and great financial responsibility, but not necessarily an increased income to match. Despite having enough years to recover, major changes are needed to ensure retirement success for members of this segment.
STARTING OUT	2.1	30	\$49K	Members of this segment are young and impulsive, and they spend most of their paychecks. Time is on their side, but poor savings and financial habits are not, as indicated by a relatively low credit rating.



### THE CLOCK IS TICKING

Younger investors in this group have time on their side, but older members do not. Because of lower incomes, retirement may not be an option.

# Your roadmap to market share growth

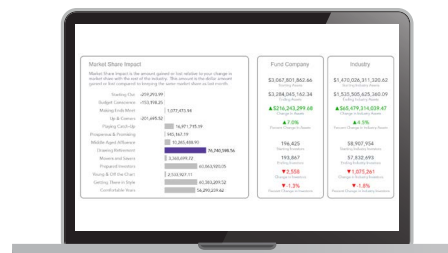
Investor Intelligence shows you the way to grow your customer base.



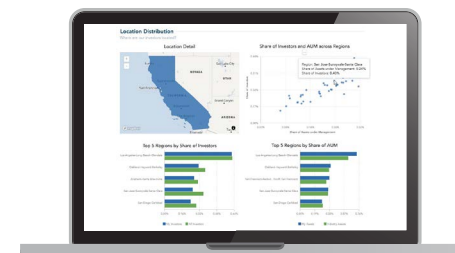
**WHO ARE  
MY CUSTOMERS?**



**WHAT DO  
THEY BUY?**



**HOW DO THEY  
COMPARE TO THE INDUSTRY?**



**WHERE ARE  
THEY LOCATED?**

## DISCOVER THE POWER OF STRATEGIC MARKETING INTELLIGENCE

For more information on Investor Intelligence, call +1 866 359 0456, email Fred Kosanovic at [fred.kosanovic@broadridge.com](mailto:fred.kosanovic@broadridge.com), or [visit us online](#).

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